

# Messagepoint Assisted Authoring

AI-powered Content Optimization for Customer Communications



Words matter. Organizations need their communications to be clear, easily understood by their intended audience, and aligned with their brand. This isn't always easy, especially for organizations in regulated industries ripe with industry jargon, legalese, and other content that may be difficult to understand. The challenge lies in ensuring content is written at the appropriate reading level, communicates the desired sentiment, and adheres to current brand guidelines both at the individual communication level and across all communications throughout the customer lifecycle. Assisted Authoring can help.

## Create better content, effortlessly.

Messagepoint Assisted Authoring harnesses the power of AI through MARCIE (Messagepoint Advanced Rationalization and Content Intelligence Engine) and generative AI to help you create clearer, more consistent, and compliant content faster than ever before. Messagepoint lets you stay in complete control of your content, while AI supports you as an intelligent assistant to:

### Understand your entire content library

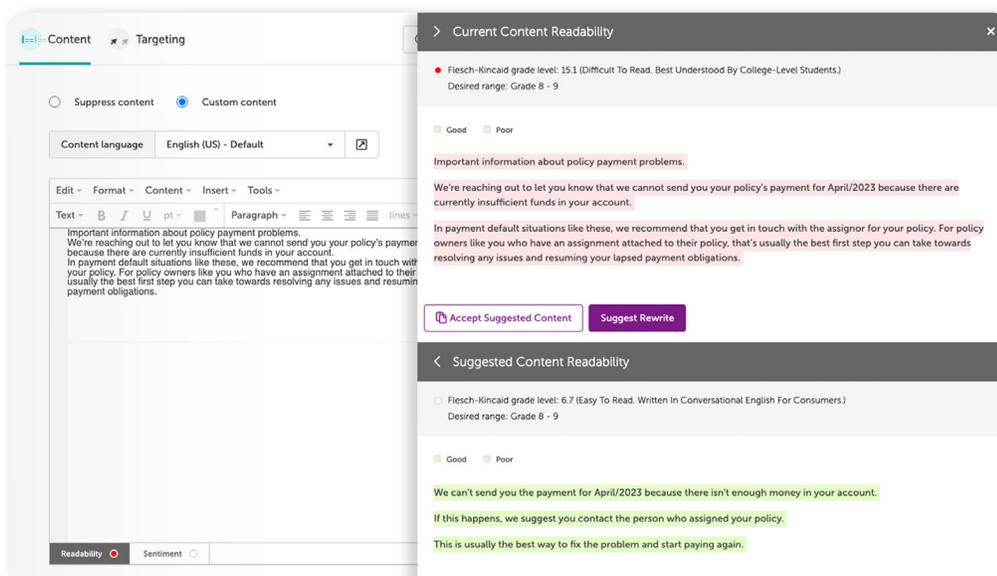
MARCIE analyzes your content to detect issues with reading levels, sentiment, and brand, as well as locate all instances of duplicate and similar content. Analysis can be done at both the content object level for an individual communication or across your entire corpus of communications.

### Optimize content with AI-generated rewrite suggestions

Through MARCIE's integration to ChatGPT and GPT-4, you can request suggestions for rewritten content that aligns with organizational standards for reading levels and sentiment or is summarized to reduced length. MARCIE's ChatGPT and GPT-4 integration is governed by enterprise-grade controls so that you can safely optimize your content faster, while still retaining complete control over the outgoing message.

### Identify similar and duplicate content

Consolidating similar and duplicate content enables you to reduce content objects under management and drive messaging consistency through content reuse across communications and channels. This not only reduces work effort for changes, but also supports compliance efforts.



*Messagepoint's AI capabilities act as an intelligent assistant to streamline the processes of authoring, editing and optimizing content while enabling you to retain full control over the messaging and communication.*

## Harness the power of AI to:



### Drive customer understanding with clearer content.

Understand the reading comprehension level of your content to identify outliers that aren't at the appropriate level for your audience using Flesch-Kincaid Grade Level scoring. Request suggestions for content rewrites that preserve the meaning of the content but rewrites the content at a level that is more accessible to a wider audience.



### Ensure the right sentiment is communicated, always.

Identify the sentiment of your content so that you can identify outliers with a negative sentiment that might prevent your content from connecting with your audience. Request suggestions for content rewrites that preserve the meaning of the content, but convey a more positive sentiment so that you can more persuasively connect with your audience.



### Optimize content length without compromising meaning.

Receive summarization recommendations for content reduced to meet a specified length while preserving its intended meaning, accelerating the reuse, migration, and re-platforming of content. This is crucial for digital channels like email, SMS or mobile apps which require shorter form communication, and whose users have a shortened attention span.



### Drive consistency and compliance with brand standards.

Assisted Authoring knows and respects your brand. For every communication and message, the AI engine intelligently detects elements that are out of compliance with your uniquely configured brand guidelines to ensure consistency across all communications and channels.



### Understand your content at scale.

Gain powerful insights into the reading level, sentiment, brand adherence of your content and identify where similar and duplicate content exists with dashboards and drill down reports that give you detailed, actionable insights into your entire corpus of communications.

## Available in both Messagepoint and Rationalizer

Messagepoint Assisted Authoring is available to users of the Messagepoint platform and Rationalizer, Messagepoint's solution for accelerating the migration of content from legacy systems and formats to modern environments.

To learn more about Assisted Authoring, visit [www.messagepoint.com](http://www.messagepoint.com), email us at [info@messagepoint.com](mailto:info@messagepoint.com) or contact us at 1.800.492.4103.



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